

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Festival on the Green Subcommittee
Monday, March 7, 2011
Partnership Offices
1244 Storrs Road (Storrs Commons)
(860) 429-2740
5:00 p.m.**

Minutes

Present: Betsy Paterson, Sara-Ann Bourque, Kim Bova, and Natalie Miniutti

Staff: Cynthia van Zelm and Kathleen Paterson

Guest: Rod Rock

1. Call to order

Betsy Paterson called the meeting to order at 5:03 pm.

2. Public comment

There was no public comment.

3. Approve Minutes from August 2, 2010; August 16, 2010; August 23, 2010; August 30, 2010; September 7, 2010; and February 17, 2011

Natalie Miniutti moved to approve the Minutes as presented.

Kim Bova seconded the motion.

The Minutes were approved unanimously.

4. Committee chairs/leaders

The committee discussed the need for more assistance with volunteer coordination.

5. Discuss music

Ms. Paterson said she had asked Rod Rock, Director of the Jorgensen Center for Performing Arts, to assist with organizing the music for the *Festival*. She explained the typical musical line-up from past events.

Kathleen Paterson commented that Shaboo Productions would be able to do the sound again, if needed, and that Kidsville Kuckoo Revue is also available. She added that, at the debrief meeting for the 2010 *Festival*, the Committee had expressed a preference for up-beat music with a broad appeal.

Rod Rock explained the plans for the School of Fine Arts weekend, specifically the performing groups planned for Saturday.

Ms. K. Paterson reviewed the budget for music from 2010. She expressed her preference to have Kidsville Kuckoo Revue perform following the Parade.

Mr. Rock suggested a band with a global dance party feel for something different but still up-beat and appealing to all ages. He offered to bring some suggestions to the next meeting for the Committee's review.

6. Review Task List

Advertising: Ms. K. Paterson asked for feedback on the "Save the Date" flyer and said she would like to order it as soon as it's finalized. She explained that she and Cynthia van Zelm had met with representatives of the League of Women Voters, who ultimately decided to keep the original date for the Know Your Towns Fair.

The Committee approved the "Save the Date" flyer. **Ms. K. Paterson will place the order [Done].**

Set-up: **Ms. Miniutti will get a site plan of the high school grounds to use for planning the event set-up [Done].**

Ms. Miniutti and Ms. K. Paterson will review the site before the next meeting. They will ask Ralph Pemberton from E. O. Smith to accompany them [Done].

Vendors: Ms. K. Paterson said that she had started notifying key vendors of the date and site changes, for example UConn Dining Services and the Mansfield Parks and Recreation Department. She said she has drafted a letter to accompany the "Save the Date" flyer that all 2010 participants will receive.

7. Discuss Celebrate Mansfield Weekend

Sara-Ann Bourque reviewed the 2010 Picnicpalooza!. She said more advertising may be needed for 2011.

Ms. Bova suggested moving the event from behind the high school to the front of the high school where it would be more visible.

Ms. Miniutti supported the suggestion and commented that she liked the continuity from Saturday to Sunday.

Ms. Paterson suggested that Ms. Bourque and Ms. Bova accompany Ms. Miniutti and Ms. K. Paterson as they review the site.

Ms. K. Paterson suggested that signs promoting the picnic be placed along Storrs Road prior to and during the event.

Ms. Miniutti suggested using the *Festival* a-frames for Picnicpalooza! and covering them with signs for the picnic on Saturday which could then be removed following the event.

Ms. K. Paterson wondered if the barricades typically used for the *Festival* could be used to block off space for Picnicpalooza!.

The Committee discussed possible music selections.

8. Discuss Grand Marshal selection

After some discussion, the Committee made the following suggestions for Grand Marshal selection criteria: 1) note-worthy achievements or special recognition/awards; 2) a Mansfield resident; 3) contributions to the community. The Committee agreed that not all criteria would need to be met for each person.

Ms. K. Paterson will formalize the criteria for the next meeting.

9. Review revised meeting dates

Ms. K. Paterson explained that, with the change in date, two additional meeting times were added in September. She added that the meeting the week of Labor Day had been removed.

10. Other

Ms. van Zelm shared a suggestion from a past participant to have *Festival* t-shirts available for sale to the public prior to the event.

Ms. Miniutti suggested having a design contest for the t-shirt.

Ms. K. Paterson suggested ordering extra shirts in a different color for sale to the public at the *Festival*.

Ms. van Zelm will ask Dirk Fecho about pricing and minimum orders for each color.

11. Adjourn

The meeting adjourned at 6:30 pm.

Minutes prepared by Kathleen M. Paterson